



CITY OF BROOKSVILLE JOB DESCRIPTION

POSITION TITLE: Public Information Coordinator
DEPARTMENT: Information Technology
DIVISION:
SUPERVISED BY: Information Technology Director

JOB SUMMARY/OVERVIEW OF THE POSITION:

The Public Information Coordinator provides short-notice communication support and long-term campaign planning for all City departments. This position manages emergent issues, coordinates emergency communication functions, and maintains relationships with media outlets and departmental liaisons. Responsibilities include media interaction, on-camera, phone, and written interviews, copy editing, script writing, content coordination, community engagement, and execution of news and social media campaigns. This position may require working long or irregular hours, including evenings, weekends, and during emergencies. This position is designated as essential personnel and will be required to work during emergency operations, including severe weather events and natural disasters. Employees must participate in emergency preparedness and response activities, and complete required NIMS (National Incident Management System) training as directed.

ESSENTIAL JOB FUNCTIONS:

- Manage and maintain all City social media platforms.
- Edit and produce photo and video content for internal and external publication.
- Identify important initiatives, stories, and events for promotion through City print and digital communications.
- Attend all City Council meetings and act as the greeter and photographer before and during the meetings.
- Attend City events and coordinate City staff and volunteer participation; may act as City photographer.
- Monitor and respond to constituent inquiries through social media in a timely and professional manner in line with the City's social media policy.
- Assist with management of the City's website and informational displays in City Hall, Council Chambers, other City buildings, and informational posting locations established throughout the community.
- Develop and distribute engaging press releases, brochures, pamphlets, and flyers to promote City programs and services.
- Build and maintain relationships with key stakeholders, community partners, staff, and departments to remain aware of City initiatives.
- Attend as a member of the CRA Executive Review Committee and work with other staff on key initiatives and priorities needing internal review.
- Provide clerical and administrative support to assigned department or division as needed.
- Perform other related duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong oral and written communication skills, with excellent command of English.
- Knowledge of general office procedures and methods.
- Intermediate computer skills including Microsoft Office Suite (Word, Excel, PowerPoint) and desktop publishing, photography, videography, and event planning.
- Basic research, survey, copy editing, and proofreading skills.

- Proficiency in website content management and social media platforms (Facebook, Linked In, Instagram, etc.).
- Familiarity with digital analytics and scheduling tools such as Google Analytics.
- Ability to manage multiple complex projects, set priorities, and meet deadlines.
- Ability to work independently and collaboratively within a team.
- Flexibility to work evenings, weekends, or extended hours as required.
- Strong problem-solving, analytical, organizational, and time management skills.
- Creativity, motivation, and team orientation.

The job description does not constitute an employment agreement between the City and employee and is subject to change at any time by the City as the needs of the City and requirements of the job change.

MINIMUM REQUIREMENTS LISTED AS FOLLOWS:

PHYSICAL SKILLS: Use of both hands required with majority of fingers in each hand. 20/40 vision (in at least one eye) and be able to hear and understand and verbally communicate in English at normal conversational levels in a typical governmental office (corrective devices acceptable). Occasional light lifting and/or carrying, bending, stooping, climbing a ladder, standing and pulling. Must be able to easily carry (50) lbs.

EDUCATION, TRAINING AND EXPERIENCE:

- Associate or bachelor’s degree from an accredited college or university in Public Administration, Business Administration, Communications, Marketing, Graphic Design, or a related field. Consideration will be given to a qualified applicant who has equivalent years of experience in lieu of a degree.
- Minimum of two (2) years administrative experience including graphic design, social media, writing, editing, and content development.

LICENSES, CERTIFICATIONS, OR REGISTRATIONS:

- Valid Florida Driver’s License (Class E) and insurable driving record.

***ADA STATEMENT:** A qualified employee or applicant with a disability may be afforded a reasonable accommodation to perform the essential job functions of a position in compliance with the Americans with Disabilities Act.*

***DRUG-FREE WORKPLACE:** City of Brooksville is a drug-free workplace in accordance with Federal and Florida law.*

***VETERANS' PREFERENCE:** Under Section 295.07, F.S., Chapter SSA-7, City of Brooksville provides to Veterans that preference in appointment will be given to preference-eligible applicants.*

<u>HR INFORMATION</u>	REVISION DATE: 11/2025
FLSA STATUS: Exempt	
PAY GRADE: SEE CURRENT PAY GRADE SCALE	